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PROPOSAL FOR CITIZEN REVIEW

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SAN FRANCISCO DEPARTMENT OF CITY PLANNING

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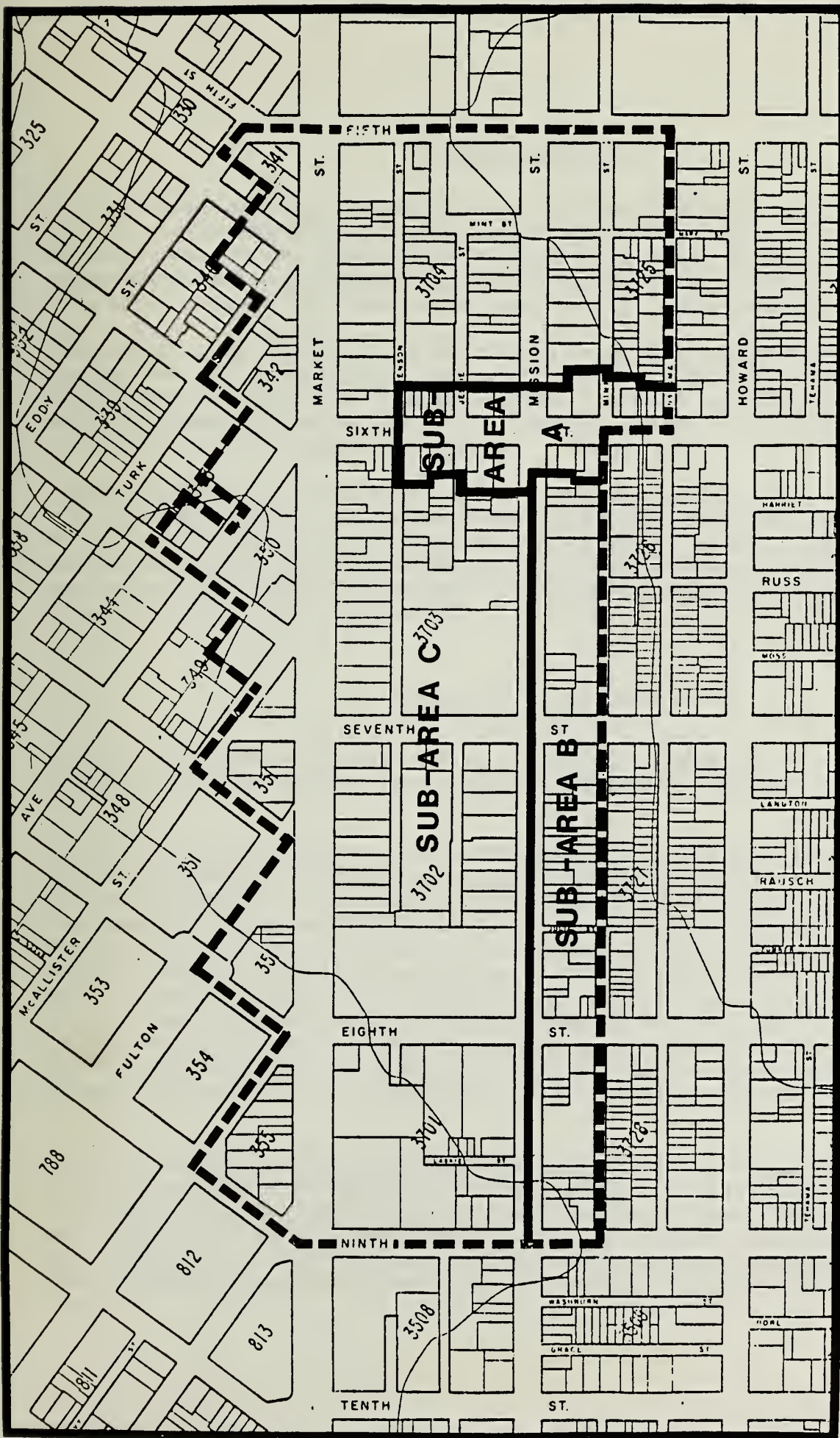
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REFERENCE BOOK

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SUMMARY

The Mid-Market area is generally bounded by Natoma Street to the south, Ninth Street to the west, the triangular gore blocks on the north side of Market Street to the north, and Fifth Street to the east. It is proposed that the area south of Mission Street and portions of the Sixth Street Corridor (identified as Sub-Areas A and B, in Figure 1) be included in the South of Market Plan. New use district designations, as well as a change in height and bulk districts are proposed for these sub-areas. The remainder of the area, Sub-Area C, will retain the Downtown C-3 zoning, with revised height and bulk district classifications to reflect proposed zoning changes in the South of Market area.



MARKET MID MARKET



MARKET STUDY AREA BOUNDARIES

FIGURE 1

INTRODUCTION

The Mid-Market area serves several important functions for the city. It is characterized by a mix of affordable housing units, moderately priced retail stores and small light industrial uses. The Department has re-examined the zoning controls for this area to offer some protection to these uses and to preserve the existing scale of development. This report, a proposal for citizen review, represents the Department's recommendations.

The Department of City Planning is conducting a major planning study in the South of Market area. The South of Market study was released for public review in June, 1985, and has been the subject of numerous public meetings. In light of the changes proposed in the zoning regulations for the South of Market, it became apparent that a number of changes should also be made in the Mid-Market area.

Parts of the Mid-Market area share a number of land use characteristics with the South of Market area and should be subject to the new controls being proposed for South of Market. Other parts of the Mid-Market area are more properly viewed within the Downtown context, and should continue to be subject to Downtown controls; however, some adjustments in heights are necessary to make the transition to the lower heights being proposed for the South of Market.

ZONING CONTEXT

The Mid-Market area is primarily zoned C-3-G and C-3-S as shown on Figure 2. Its southern boundary is coterminous with the South of Market Study area boundary.

Height limits in the Mid-Market area, recently legislated as part of the Downtown Plan, range from 80 feet to 240 feet. Permitted heights along Market Street are primarily 120 feet, although they are lower around the Civic Center (north of Market Street) and US Court and Post Office (near 7th Street). Along the south side of Market Street, there is a requirement to setback 25 feet from the front property line at a height of 90 feet. The intent of the setback is to retain solar access to the north side of Market street and to retain the prevailing cornice level. Surrounding the US Court and Post Office and the Old Mint are lower heights to provide a setting for these important buildings. In the area centered on Mission, Market and Eighth Streets, higher heights are allowed, ranging up to 240 feet and a height limit of 160 feet is established for the 6th Street area between Stevenson and Mission. South of Mission Street, the heights vary from 90 to 160 feet. (See Figure 3)

In contrast to the height and bulk districts described above, the proposed South of Market heights adjacent to the Mid-Market area generally range from 30 to 50 feet. Selected intersections are allowed slightly higher development at 65 feet, and residential enclaves have heights of 40 feet to preserve their existing scale. Heights in the Residential Hotel district along Sixth Street are lowered to 80 feet to encourage the rehabilitation of existing residential uses. (See Figure 4. For more detail, refer to the South of Market Plan.)

FINDINGS AND PROPOSALS FOR ACTION

Sub-Area A

The residential hotel stock located along Sixth Street between Natoma and Stevenson Streets, continues the same pattern of residential hotels that exists south of Natoma Street. This subarea is proposed for incorporation into the South of Market Residential Hotel District to be established in the South of Market Study Area. An 80X height and bulk classification is proposed for this district to encourage the retention and improvement of the existing hotels that can be rehabilitated and to allow new in-fill residential development at heights which preserve the scale of the street.

Sub-Area B

The land use characteristics of Sub-Area B are similar to that of the area to the south which is proposed to be a new Business Service - Light Industry use district in the South of Market study. In the side streets and along Mission Street are a number of light industrial uses. Many of these uses serve the downtown area and are dependent on proximity to their customers. Printers, business machine repair, apparel manufacturers, and equipment suppliers are typical uses. Small retail uses are scattered along the street, some to serve the daytime work population, and some serving a wider area. Other specialized uses include art-oriented facilities such as galleries and photo reproduction labs which exist throughout the South of Market.

The Department proposes to incorporate Sub-Area B -- the area on the south side of Mission Street west of Sixth Street -- into the South of Market Light Industrial Business Service District with a nonresidential FAR of 2.5 to 1. (See Figure 5) The industrial and service area along Mission Street would have heights of 65 feet, which would provide a transition between the lower heights to the south and the higher heights allowed in the Downtown Plan areas. This height would encourage maintenance of the existing uses while allowing for some expansion of existing uses and the provision of housing at the upper levels. (See Figure 6)

Sub-Area C

Along Market Street, there are a number of moderately priced stores with low cost offices above. A number of stereo equipment stores are clustered in the area, as are discount clothing stores. A large concentration of live and movie theaters are located along Market Street from Fifth to Eighth Streets. With the approval of new construction just across Fifth Street, the rehabilitation of the old Penny's building and now the influx of new retail uses moving in on the block between Fifth and Sixth Streets, the Market Street corridor is beginning to see investment spreading into the eastern end of this subarea.



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Mission Street from Fifth to Sixth Streets and the alleys south are characterized by larger scale industry, such as newspaper publishing. There are also specialty suppliers characteristic of the C-3-S Districts.

The block bounded by Market, Seventh, Mission, and Eighth Streets is marked by vacant sites and sites with low intensity uses. A major mixed use project, with over a thousand units of housing, is currently proposed for the site of the old Del Webb Motor Inn at Eighth and Market Streets. The existing use district designations for Sub-Area C, which is generally C-3-G, north of Mission and C-3-S south of Mission are appropriate.

For the blocks north of Market Street, no change in height and bulk districts is proposed. This area would remain at 80 and 120 feet. However, it is proposed that the southern side of Market Street from Eighth to Ninth Streets would have heights of 120 feet, to conform to the height of existing development on the block.

The Department proposes to make the as-of-right height 90 feet in the rest of the subarea. This height is determined by the prevailing heights along Market Street. It will also provide a setting for the US Court and Post Office, and the Old Mint. However, height above the as of right height would be permitted for housing as described below.

There are certain parts of the subarea where, from an urban design point of view, higher heights would be appropriate and where, from a land use point of view the provision of housing should be encouraged. The Mid-Market Street area is well suited for moderate to high density residential use. It is located close to the Civic Center, Financial District, and other centers of employment. Major local and regional transit lines connect the area to other parts of the city and the Bay Area and the cultural opportunities of Civic Center and downtown lie close by. Therefore the Department proposes to allow additional height above the as-of-right height in the parts of the subarea shown on Figure 7. The housing would be required to be priced within 150% of the median household income to prevent luxury housing units which would change the character of the area.

Architecture

Along Market Street, from Sixth to Seventh Street are a number of significant loft buildings. These structures are characterized by a retail ground story with undifferentiated open floors above. The facades are often simply ornamented with terra cotta detailing, and have large expanses of windows, to allow light to penetrate into the deep interiors. The buildings are typically 40 to 60 feet wide, and are six to ten stories high. Several buildings which possess different forms are also in character with these loft buildings through a repetition of scale, composition, and materials.

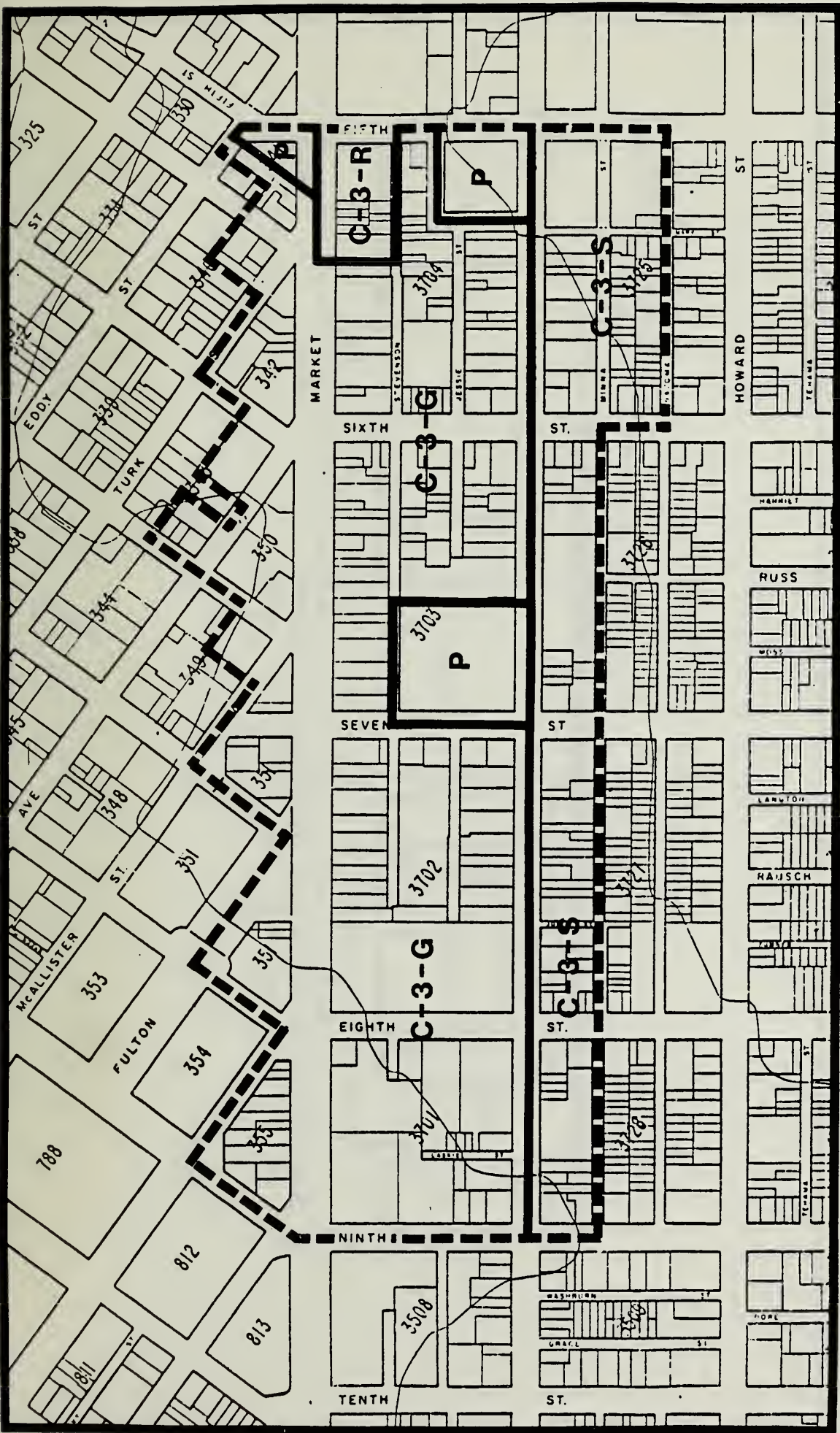
On the north side of Market Street are three of the city's live theaters. These buildings are on par with the best buildings in the city. The development on this side of Market Street responds to the block pattern formed by the intersection of the two street grids, creating an irregular lot pattern. Thus, the structures break out of the rectilinear format which is prevalent in San Francisco.

Many of the buildings in the area which are not individually important are older structures which reinforce the quality of the area. These contributory buildings maintain the appearance and ambience of this section of Market Street, and strengthen the urban fabric established by the individually important buildings. The area shown on Figure 8 appears to be eligible for designation as a Conservation District under the new Article 11 of the Planning Code.

If this area were made a Conservation District, the individually significant buildings, already designated under the Downtown Plan, would remain with the same controls. These buildings would be required to be preserved, some with major alterations allowed (Category II), others with only minor alterations allowed (Category I). Preservation of the contributory buildings, some of which are already designated under the Downtown Plan, is encouraged by allowing owners of these buildings to transfer development rights.

New structures in the district would be required to meet standards designed to insure that they are harmonious with the district. Compatibility with the existing scale, cornice heights, materials, texture, and proportions would be enforced.

It is proposed that the Mid-Market area be treated as three distinct districts. Sub-Areas A and B will be designated as part of the South of Market Plan. Sub-Area A will be included in the South of Market Residential Hotel District, and Sub-Area B will become part of the Business Service-Light Industry District (Figure 5). Height limits in Subareas A and B will be modified as shown in Figure 6. Sub-Area C will retain its C-3 zoning and heights will be adjusted as shown in Figure 7.



☐ MARKET ☐ MID MARKET STREET



☐ MARKET ☐ EXISTING USE DISTRICTS

FIGURE 2

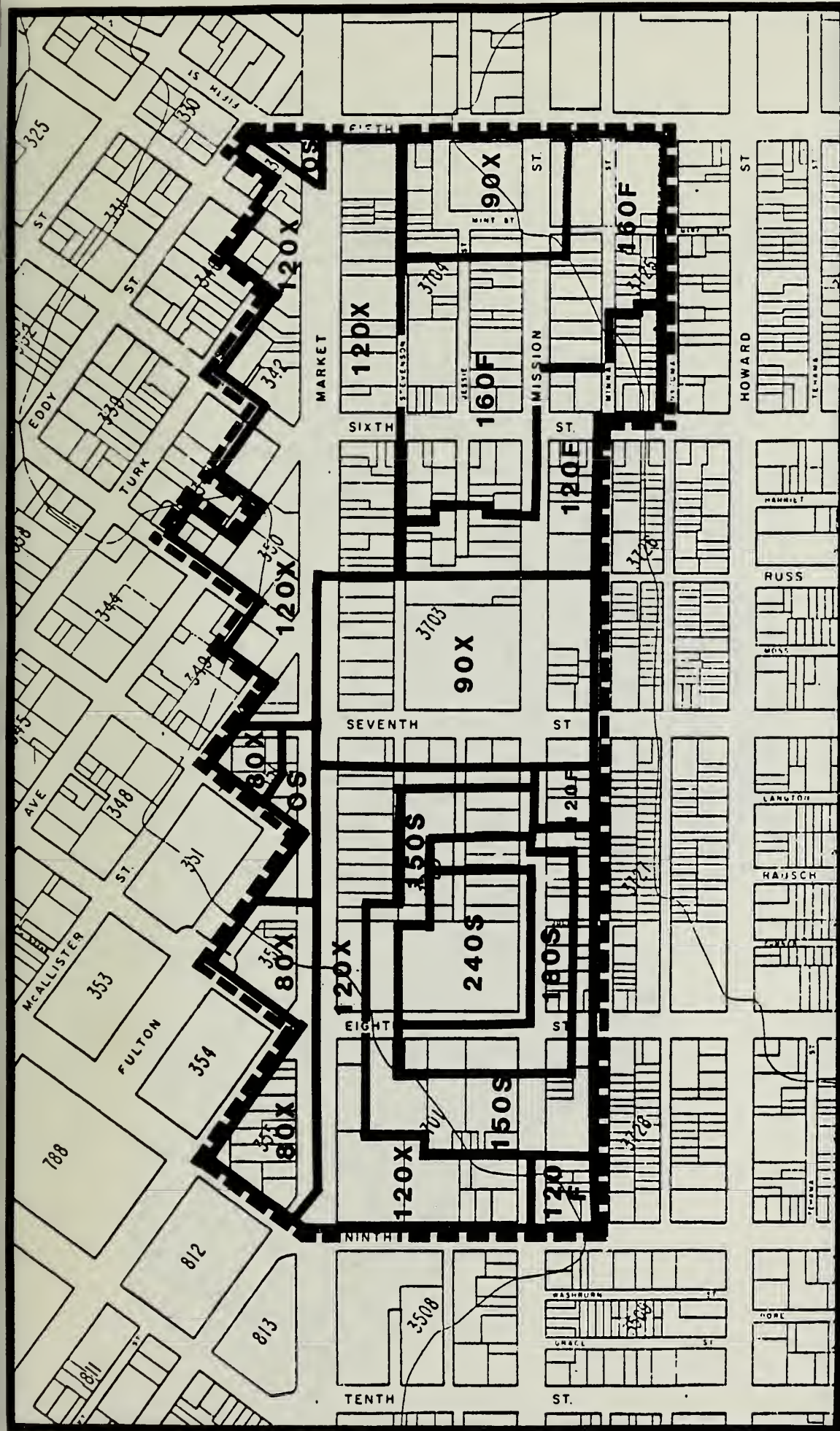
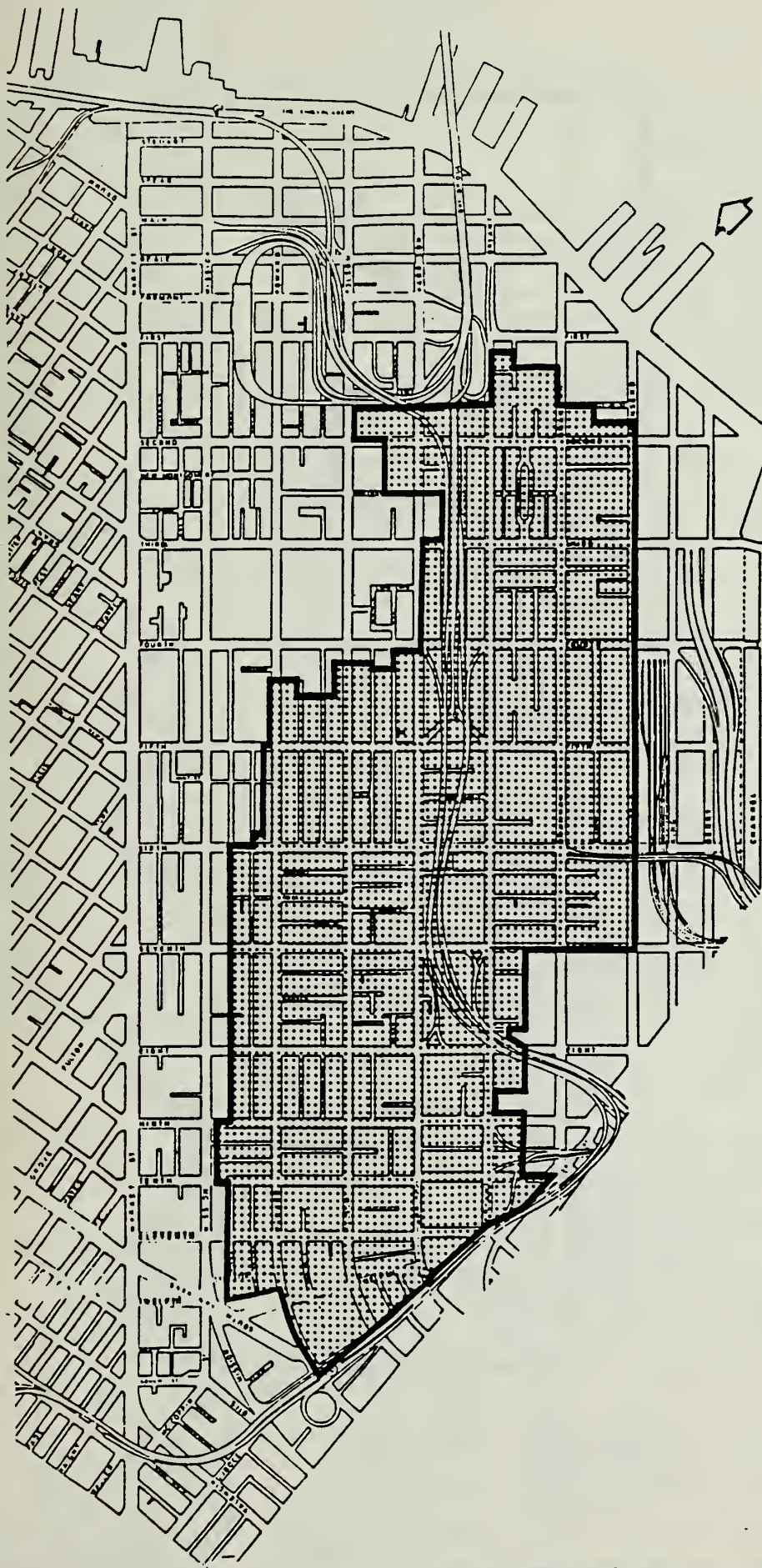


FIGURE 3

EXISTING HEIGHT AND BULK DISTRICTS

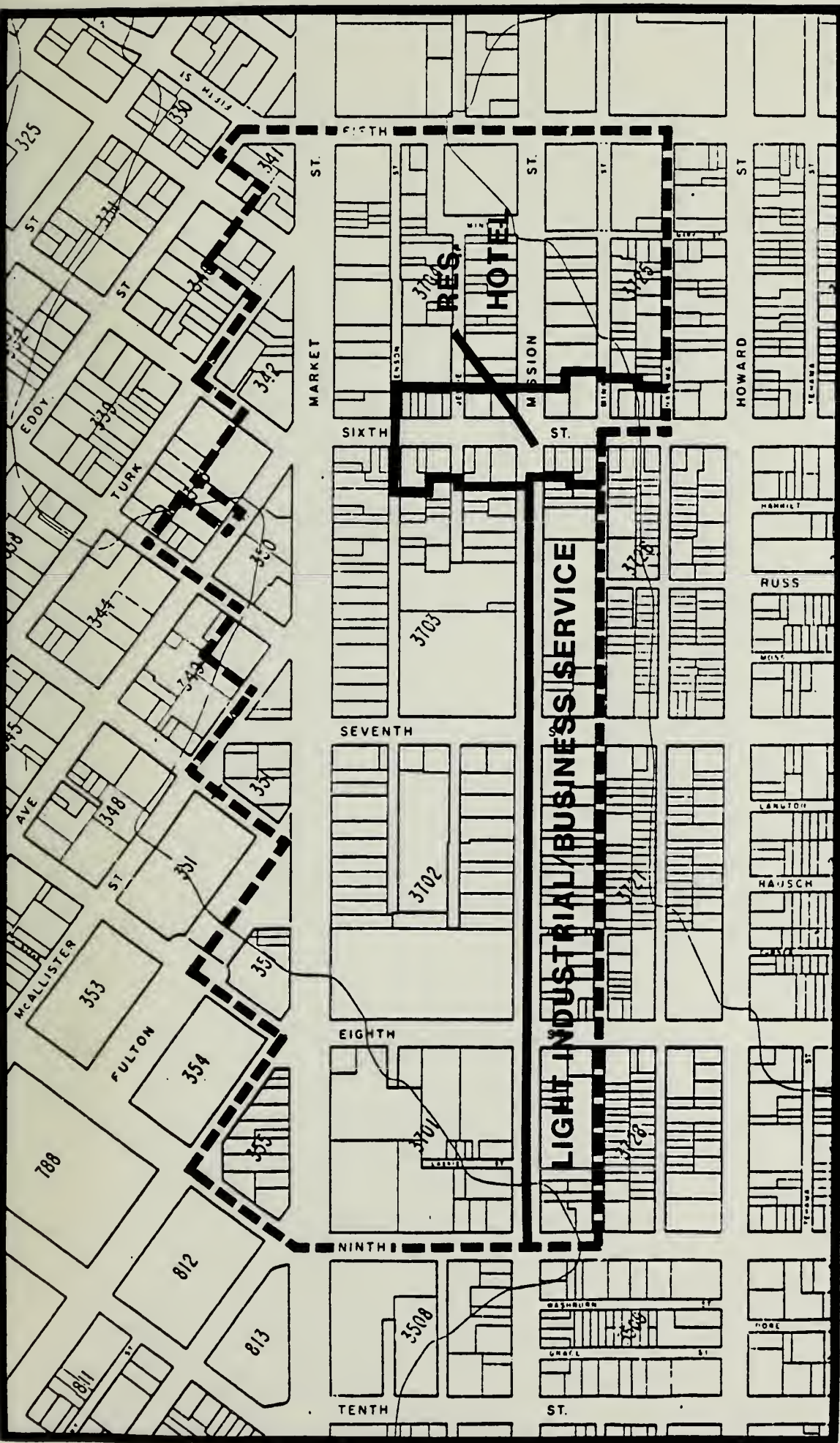
MID MARKET STREET



MID MARKET STREET

SOUTH OF MARKET PLAN BOUNDARIES

FIGURE 4

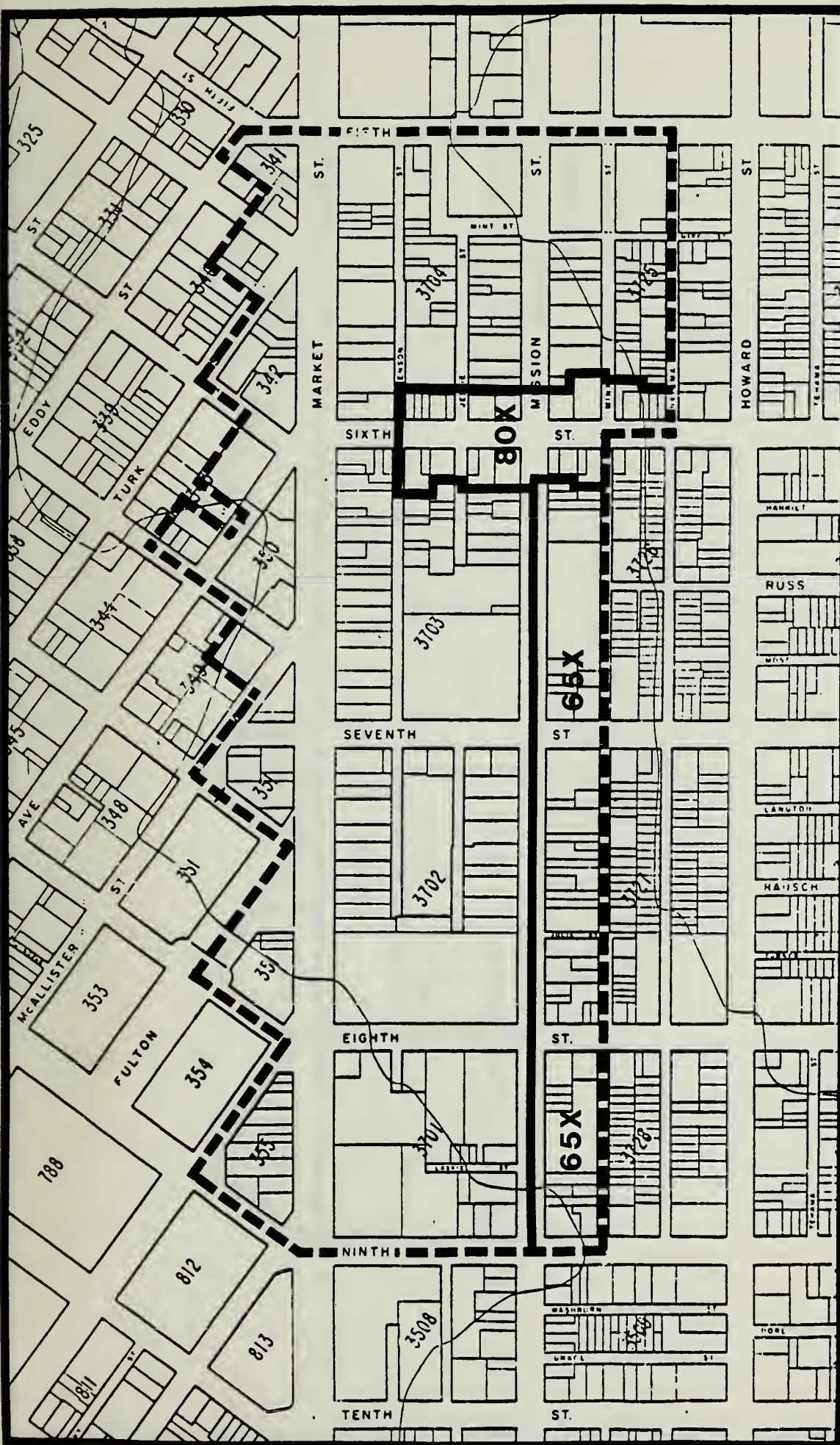


SUB-AREAS A & B

FIGURE 5

MID MARKET STREET

- ☐ MARKET
- ☒ MID MARKET STREET
- ☐ PROPOSED USE DISTRICTS

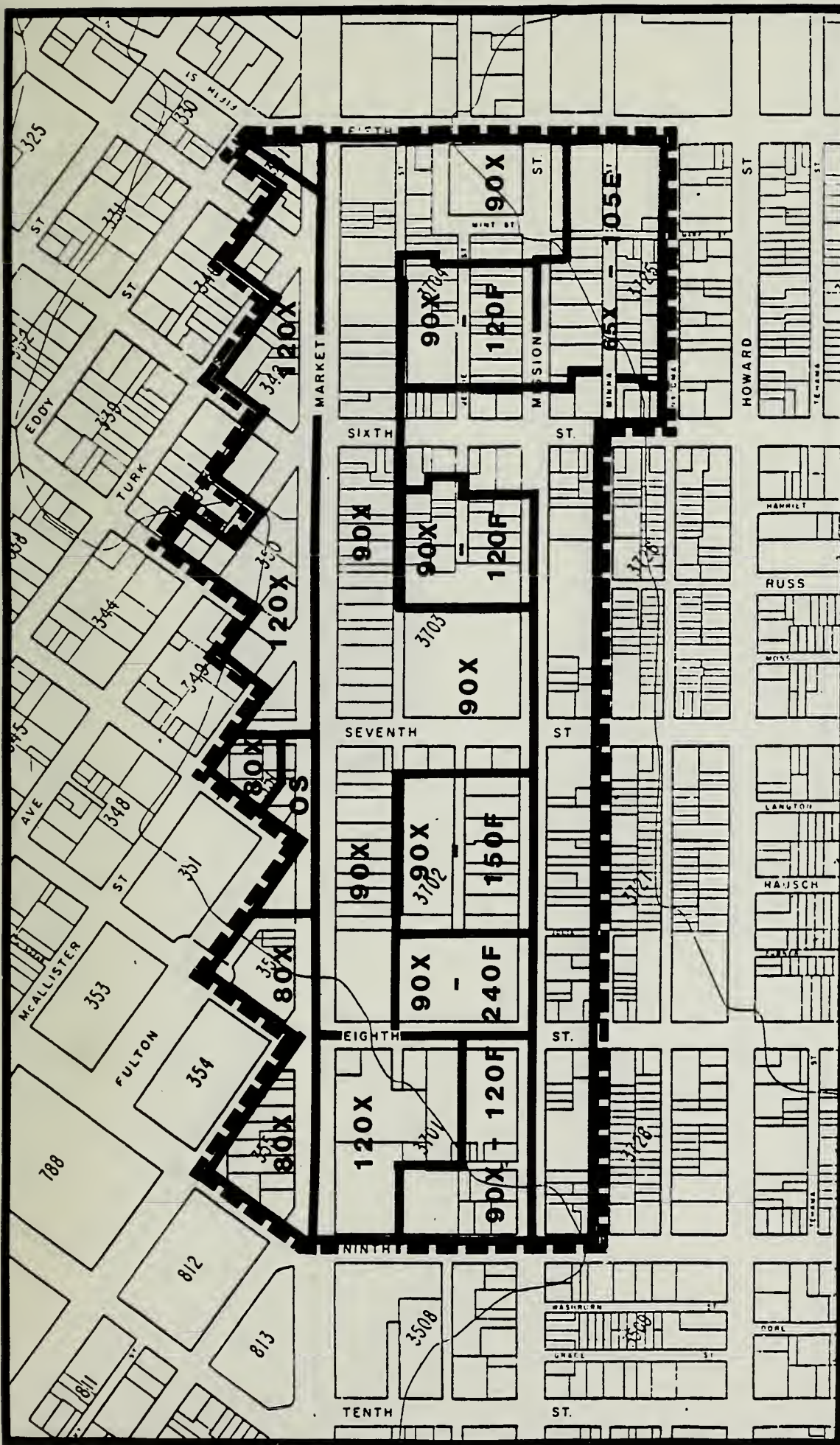


MID MARKET STREET

SUB-AREAS A & B

PROPOSED HEIGHT AND BULK DISTRICTS

FIGURE 6



SUB-AREA C

MID MARKET STREET

PROPOSED HEIGHT AND BULK DISTRICTS

- ☐ MARKET
- ☐ MID
- ☐ MARKET

FIGURE 7



MID MARKET STREET



CONSERVATION DISTRICT

FIGURE 8

CREDITS

CITY PLANNING COMMISSION

Toby Rosenblatt, President
Dr. Yoshio Nakashima, Vice President
Richard B. Allen
Susan J. Bierman
Bernice M. Hemphill
Norman Karasick (Alternate for Roger Boas)
Douglas Wright (Alternate for Rudy Nothenberg)

DEPARTMENT OF CITY PLANNING

Dean L. Macris, Director
George A. Williams, Assistant Director - Plans and Programs
Amit Ghosh, Chief of Comprehensive Planning

Lawrence B. Badiner, Project Director
Betsy Bateson, Planner

Word Processing

Irene Cheng-Tam
Janice King
Cathy Tang

